

United States Patent and Trademark Office

UNITED STATES DEPARTMENT OF COMMERCE United States Patent and Trademark Office Address: COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, Virginia 22313-1450 www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/665,396	09/22/2003	Keisuke Kataoka	116692004400	4411
. 25227 75	11/28/2006		EXAMINER	
MORRISON & FOERSTER LLP 1650 TYSONS BOULEVARD			DWIVEDI, MAHESH H	
SUITE 300			ART UNIT	PAPER NUMBER
MCLEAN, VA	. 22102		2168	

DATE MAILED: 11/28/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application	No.	Applicant(s)			
	10/665,396		KATAOKA ET AL.			
Office Action Summary	Examiner		Art Unit			
	Mahesh H.	Dwivedi	2168			
The MAILING DATE of this communication appears on the cover sheet with the correspondence address Period for Reply						
A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION. - Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication. - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication. - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).						
Status						
1) Responsive to communication(s) filed on 10 O	<u>ctober 2006</u> .					
	☐ This action is FINAL . 2b) ☐ This action is non-final.					
3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under <i>Ex parte Quayle</i> , 1935 C.D. 11, 453 O.G. 213.						
Disposition of Claims						
4) Claim(s) 1-11 is/are pending in the application. 4a) Of the above claim(s) is/are withdray 5) Claim(s) is/are allowed 6) Claim(s) 1-11 is/are rejected. 7) Claim(s) is/are objected to. 8) Claim(s) are subject to restriction and/o	wn from con	·				
Application Papers						
9) ☐ The specification is objected to by the Examiner. 10) ☑ The drawing(s) filed on 22 September 2003 is/are: a) ☑ accepted or b) ☐ objected to by the Examiner. Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a). Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d). 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.						
Priority under 35 U.S.C. § 119						
 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f). a) All b) Some * c) None of: 1. Certified copies of the priority documents have been received. 2. Certified copies of the priority documents have been received in Application No. 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)). * See the attached detailed Office action for a list of the certified copies not received. 						
Attachment(s) 1) Notice of References Cited (PTO-892) 2) Notice of Draftsperson's Patent Drawing Review (PTO-948) 3) Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date		4) Interview Summary Paper No(s)/Mail D 5) Notice of Informal F 6) Other:	ate			

Art Unit: 2168

DETAILED ACTION

Response to Amendment

- 1. Receipt of Applicant's Amendment, filed on 10/10/2006, is acknowledged. The amendment includes amending claims 1, 4, and 8.
- 2. Regarding applicant's arguments with respect to the examiner not granting foreign priority due to filing the instant application more than one year after the filing of the foreign application, the examiner states that applicant must file a petition to the office for potentially granting foreign priority to the instant application.

Claim Rejections - 35 USC § 103

- 3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:
 - (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to

Art Unit: 2168

consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

- 4. Claims 1-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Bezos et al.** (European Patent Application EP 0 927 945, published on 07 July 1999) and in view of **Amazon** (Article entitled "Amazon. com", dated 11/09/2000).
- 5. Regarding claim 1, **Bezos** teaches a system comprising:
- A) an address data storing unit which stores address data of users that are categorized based on groups in which each of the users belong to, and identification data unique to each of the user (Paragraph 28, Figures 9A-9B, 10);
- B) an identification data receiving unit which receives identification data of the users from user terminals (Paragraphs 28-30, Figures 9A-9B, 10);
- C) an address data extracting unit which extracts address data from <u>said</u> address data storing unit (Bezos, Paragraphs 28-30, Figures 9A-9B, 10); and
- D) an address data output processing unit which outputs the address data extracted by said address data extracting unit to respective one of user terminals (Bezos, (Paragraphs 28-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "an address data storing unit which stores address data of users that are categorized based on groups in which each of the users belong to, and identification data unique to each of the user" as "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13) and "Figure 10 illustrates a grid for

Art Unit: 2168

creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18). The examiner further notes that Figures 8A-8C indicated on of the entry fields that are editable is delivery address data. The examiner further notes that Bezos teaches "an identification data receiving unit which receives identification data of the users from user terminals" as Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18) and "The user specifies a group by indicating some of the recipients whose addresses are in the address book" (Paragraph 28, lines 37-39). The examiner further notes that Bezos teaches "an address data extracting unit which extracts address data from said address data storing unit" as "When the system is requested to give an item to each recipient associated with a group, the system uses the information stored for each recipient to identify information need to effect the delivery of the gift" (Paragraph 28, lines 26-30). The examiner further notes that Bezos teaches "an address data output processing unit which outputs the address data extracted by said address data extracting unit to respective one of user terminals" as Buy item and ship to: John Doe at home" (Figure 9B). The examiner further notes that Figure 10 displays a screenshot of Bezos's invention, which clearly shows in reference numeral 103 address data of a gift recipient.

Bezos does not explicitly teach:

Art Unit: 2168

E) said identification data receiving unit specifies a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of said user terminal; and

F) said address data extracting unit specifics address data to be extracted based on the identification data received by said identification data receiving unit and based on the group specified by said identification data receiving unit.

Amazon, however, teaches "said identification data receiving unit specifies a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of said user terminal" as View a customer's Wish List or update your own" (Page 1) and "said address data extracting unit specifics address data to be extracted based on the identification data received by said identification data receiving unit and based on the group specified by said identification data receiving unit" as "Privacy Notice" (Page 2).

The examiner notes that it is common knowledge that in order to view and potentially purchase items on a person's wish list, one must be a member of that wish list. The examiner further notes that a wish list is functionally equivalent to a gift registry system. The examiner further notes that it is common knowledge that Amazon.Com uses cookies to store personal information on a user's terminal (see reference Amazon.com Privacy Notice). The examiner further notes that it is common knowledge that Amazon.Com stores address data and recognizes such data via cookies whenever a user visits the website (see "Cookie are alphanumeric... to provide features such as 1-Click purchasing" (Privacy Notice, Page 1))

Art Unit: 2168

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Amazon's** would have allowed **Bezos's** to provide a method for allowing members of a group to efficiently purchase gifts for other members of a group.

Regarding claim 2, Bezos further teaches a system comprising:

- A) a change request receiving unit which receives identification data of a user, and a request for changing the address data (Paragraph 25, Figures 8A-8C, 10); and
- B) a change processing unit which changes the address data stored in said address data storing unit, in response to the request received from said change request receiving unit (Paragraph 25, Figures 8A-8C, 10);
- C) wherein: the request received from said change request receiving unit includes a first request for inserting address data, and a second request for deleting address data (Paragraph 25, Figures 8A-8C, 10); and
- D) said change processing unit inserts new address data corresponding to the identification data of the user to the address data stored in said address data storing unit, when said change request receiving unit receives said first request, and deletes a part of or the whole address data stored corresponding to the user in said address data storing unit, when said change request receiving unit receives said second request (Paragraph 25, Figures 8A-8C, 10).

The examiner notes that **Bezos** teaches "a change request receiving unit which receives identification data of a user, and a request for changing the

Art Unit: 2168

address data" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25, lines 16-19). The examiner further notes that Figures 8A-8C indicated on of the entry fields that are editable is delivery address data. The examiner further notes that Bezos teaches "a change processing unit which changes the address data stored in said address data storing unit, in response to the request received from said change request receiving unit" as "When editing is complete, the edited data is displayed in the data "entry" field" (Paragraph 25, lines 19-20). The examiner further notes that Bezos teaches "wherein: the request received from said change request receiving unit includes a first request for inserting address data, and a second request for deleting address data" as "When the user selects the start button, then section A expands to include the data entry fields for customer name and address" (Paragraph 25, lines 49-52) and "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19). The examiner further notes that Bezos teaches "said change processing unit inserts new address data corresponding to the identification data of the user to the address data stored in said address data storing unit, when said change request receiving unit receives said first request, and deletes a part of or the whole address data stored corresponding to the user in said address data storing unit, when said change request receiving unit receives said second request" as "When the user selects the start button, then section A expands to include the data entry fields for customer name and address"

.

Art Unit: 2168

(Paragraph 25, lines 49-52) and "When editing is complete, the edited data is displayed in the data "entry" field" (Paragraph 25, lines 19-20). The examiner further notes that Figure 10 displays a screenshot of **Bezos's** invention, which clearly shows in reference numeral 103 address data of a gift recipient.

Regarding claim 3, Bezos further teaches a system comprising:

- A) the address data stored in said address data storing unit includes receiver data showing the receiver of a merchandise, and a payer data showing a payer of the merchandise (Paragraphs 27-30, Figures 9A-9B, 10);
- B) said address data extracting unit reads the receiver data and the payer data from said address data storing unit, in accordance with the identification data of the user received by said identification data receiving unit (Paragraphs 27-30, Figures 9A-9B, 10); and
- C) said address data output unit sends the receiver data and the payer data read by said address data extracting unit, to said user terminal (Paragraphs 27-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "the address data stored in said address data storing unit includes receiver data showing the receiver of a merchandise, and a payer data showing a payer of the merchandise" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that Figures 8A-8C indicated on of the entry fields

Art Unit: 2168

that are editable is delivery address data. The examiner further notes that Bezos teaches "said address data extracting unit reads the receiver data and the payer data from said address data storing unit, in accordance with the identification data of the user received by said identification data receiving unit" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that it is common knowledge that in order to bill a payer of a good, a website must extract needed information of the payer to do so. The examiner further notes that Bezos teaches "said address data output unit sends the receiver data and the payer data read by said address data extracting unit, to said user terminal" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 4, **Bezos** teaches a method comprising:

- A) storing address data of users, categorized based on groups in which each of users belong to, and identification data unique to each of the users, in a storing unit (Bezos, Paragraph 28, Figures 9A-9B, 10);
- B) receiving identification data of the user from the user terminal;
- C) reading address data, corresponding to the received identification data <u>and the</u> specified <u>group</u>, from said data storing unit; and
- D) providing read address data to a respective user terminal.

Art Unit: 2168

The examiner notes that Bezos teaches "storing address data of users, categorized based on groups in which each of users belong to, and identification data unique to each of the users, in a storing unit" as "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13) and "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18). The examiner further notes that Figures 8A-8C indicated on of the entry fields that are editable is delivery address data. The examiner further notes that Bezos teaches "receiving identification data of the user from the user terminal" as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18) and "The user specifies a group by indicating some of the recipients whose addresses are in the address book" (Paragraph 28, lines 37-39). The examiner further notes that Bezos teaches "reading address data, corresponding to the received identification data and the specified group, from said data storing unit" as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18) and "The user specifies a group by indicating some of the recipients whose addresses are in the address book" (Paragraph 28, lines 37-39). The examiner further notes that Bezos teaches "providing read address data to a respective user terminal" "Buy item and ship to: John Doe at home" (Figure 9B). The examiner further notes that Figure 10

Art Unit: 2168

displays a screenshot of **Bezos's** invention, which clearly shows in reference numeral 103 address data of a gift recipient.

Bezos does not explicitly teach:

E) specifying a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of a user terminal.

Amazon, however, teaches "specifying a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of a user terminal" as View a customer's Wish List or update your own" (Page 1) and "Privacy Notice" (Page 2).

The examiner notes that it is common knowledge that in order to view and potentially purchase items on a person's wish list, one must be a member of that wish list. The examiner further notes that a wish list is functionally equivalent to a gift registry system. The examiner further notes that it is common knowledge that Amazon.Com uses cookies to store personal information on a user's terminal (see reference Amazon.com Privacy Notice). The examiner further notes that it is common knowledge that Amazon.Com stores address data and recognizes such data via cookies whenever a user visits the website (see "Cookie are alphanumeric... to provide features such as 1-Click purchasing" (Privacy Notice, Page 1))

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching **Amazon's** would have allowed **Bezos's** to provide a method for allowing members of a group to efficiently purchase gifts for other members of a group.

Art Unit: 2168

Regarding claim 5, **Bezos** further teaches a method comprising:

- A) receiving a request for changing the identification data of the user, and the address data, from said user terminal (Paragraph 25, Figures 8A-8C, 10);
- B) inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data (Paragraph 25, Figures 8A-8C, 10); and
- C) deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data (Paragraph 25, Figures 8A-8C, 10).

The examiner notes that Bezos teaches "receiving a request for changing the identification data of the user, and the address data, from said user terminal" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19). The examiner further notes that Figures 8A-8C indicated on of the entry fields that are editable is delivery address data. The examiner further notes that Bezos teaches "inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data" as "When the user selects the start button, then section A expands to include the data entry fields for customer name and address" (Paragraph 25, lines 49-52) and "When a

Art Unit: 2168

user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19). The examiner further notes that Bezos teaches "deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data" as "When the user selects the start button, then section A expands to include the data entry fields for customer name and address" (Paragraph 25, lines 49-52) and "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19).

Regarding claim 6, **Bezos** further teaches a method comprising:

A) wherein the address data stored in said data storing unit includes a receiver data that shows a receiver of a merchandise, and a payer data that shows a payer of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "wherein the address data stored in said data storing unit includes a receiver data that shows a receiver of a merchandise, and a payer data that shows a payer of a merchandise" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 7, **Bezos** further teaches a method comprising:

Art Unit: 2168

A) wherein the receiver data and the payer data stored in said data storing unit are read, in accordance with the identification data of the user received by said user terminal (Paragraphs 27-30, Figures 9A-9B, 10); and

B) the read receiver data and the payer data are sent to said user terminal (Paragraphs 27-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "wherein the receiver data and the payer data stored in said data storing unit are read, in accordance with the identification data of the user received by said user terminal" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that Bezos teaches "the read receiver data and the payer data are sent to said user terminal" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 8, **Bezos** teaches a computer program comprising:

- A) storing address data, categorized based on a group in which a user belongs to, and an identification data unique to the user, in a storing unit (Paragraph 28, Figures 9A-9B, 10);
- B) receiving identification data of the user from the user terminal (Paragraphs 28-30, Figures 9A-9B, 10);

Art Unit: 2168

C) reading address data, corresponding to the received identification data <u>and the</u>

<u>specified group</u>, from said data storing unit (Paragraphs 28-30, Figures 9A-9B, 10); and

D) providing the read address data to said user terminal (Paragraphs 28-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "storing address data, categorized based on a group in which a user belongs to, and an identification data unique to the user, in a storing unit" as "To effect the giving of the item to multiple recipients who are associated with the group name, the user inputs a name of the group that identifies the recipients into the group name subsection 902b" (Paragraph 28, lines 9-13) and "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18). The examiner further notes that Bezos teaches "receiving identification data of the user from the user terminal" as "Figure 10 illustrates a grid for creation of a group and the entry of identifying information for recipients with the group (i.e. members)" (Paragraph 28, lines 15-18) and "The user specifies a group by indicating some of the recipients whose addresses are in the address book" (Paragraph 28, lines 37-39). The examiner further notes that Bezos teaches "reading address data, corresponding to the received identification data and the specified group, from said data storing unit" as When the system is requested to give an item to each recipient associated with a group, the system uses the information stored for each recipient to identify information need to effect the delivery of the gift" (Paragraph 28, lines 26-30). The examiner further notes that Bezos teaches "providing the read address data to said user terminal"

_

Art Unit: 2168

"Buy item and ship to: John Doe at home" (Figure 9B). The examiner further notes that Figure 10 displays a screenshot of **Bezos's** invention, which clearly shows in reference numeral 103 address data of a gift recipient.

Bezos does not explicitly teach:

E) specifying a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of a user terminal.

Amazon, however, teaches "specifying a group to which a user who inputs a order of merchandise belongs, based on a characteristic parameter of a user terminal" as View a customer's Wish List or update your own" (Page 1) and "Privacy Notice" (Page 2).

The examiner notes that it is common knowledge that in order to view and potentially purchase items on a person's wish list, one must be a member of that wish list. The examiner further notes that a wish list is functionally equivalent to a gift registry system. The examiner further notes that it is common knowledge that Amazon.Com uses cookies to store personal information on a user's terminal (see reference Amazon.com Privacy Notice). The examiner further notes that it is common knowledge that Amazon.Com stores address data and recognizes such data via cookies whenever a user visits the website (see "Cookie are alphanumeric... to provide features such as 1-Click purchasing" (Privacy Notice, Page 1))

It would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of the cited references because teaching

Art Unit: 2168

Amazon's would have allowed Bezos's to provide a method for allowing members of a group to efficiently purchase gifts for other members of a group.

Regarding claim 9, Bezos further teaches a computer program comprising: A) receiving a request for changing the identification data of the user, and the address data, from said user terminal (Paragraph 25, Figures 8A-8C, 10);

- B) inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data (Paragraph 25, Figures 8A-8C, 10); and
- C) deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data (Paragraph 25, Figures 8A-8C, 10).

The examiner notes that Bezos teaches "receiving a request for changing the identification data of the user, and the address data, from said user terminal" as "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19). The examiner further notes that Figures 8A-8C indicated on of the entry fields that are editable is delivery address data. The examiner further notes that Bezos teaches "inserting new address data, corresponding to the identification data of the user, to the address data stored in said address data storing unit, when the request received from said user terminal is a first request for inserting address data" as

Art Unit: 2168

The examiner further notes that "When the user selects the start button, then section A expands to include the data entry fields for customer name and address" (Paragraph 25, lines 49-52) and "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19). The examiner further notes that Bezos teaches "deleting a part of or the whole address data stored corresponding to the user in said address data storing unit, when the request received from said user terminal is a second request for deleting address data" as "When the user selects the start button, then section A expands to include the data entry fields for customer name and address" (Paragraph 25, lines 49-52) and "When a user clicks on a data entry field, a new Web page is presented to the user that allows for the editing of the data associated with the field" (Paragraph 25 lines 16-19).

Regarding claim 10, **Bezos** further teaches a computer program comprising:

A) wherein the address data stored in said data storing unit includes a receiver data that shows a receiver of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10); and

B) a payer data that shows a payer of a merchandise (Paragraphs 27-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "wherein the address data stored in said data storing unit includes a receiver data that shows a receiver of a merchandise" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery

Art Unit: 2168

address" (Paragraph 27 lines 58, 1-4). The examiner further notes that **Bezos** teaches "a payer data that shows a payer of a merchandise" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Regarding claim 11, **Bezos** further teaches a computer program comprising:

A) reading the receiver data and the payer data from said data storing unit, in accordance with the identification data of the user received by said user terminal (Paragraphs 27-30, Figures 9A-9B, 10); and

B) sending the read receiver data and the payer data to said user terminal (Paragraphs 27-30, Figures 9A-9B, 10).

The examiner notes that Bezos teaches "reading the receiver data and the payer data from said data storing unit, in accordance with the identification data of the user received by said user terminal" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4). The examiner further notes that Bezos teaches "sending the read receiver data and the payer data to said user terminal" as "The system bills the item to the user based on information for that user for single action ordering and ships the item to the recipient at the delivery address" (Paragraph 27 lines 58, 1-4).

Response to Arguments

Art Unit: 2168

6. Applicant's arguments with respect to claims 1, 4, and 8 have been considered but are most in view of the new ground(s) of rejection.

Conclusion

- 7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
- U.S. Patent 7,006,989 issued to **Bezos et al.** on 28 February 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).
- U.S. PGPUB 2001/0049636 issued to **Hudda et al.** on 06 December 2001. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).
- U.S. Patent 6,493,742 issued to **Holland et al.** on 10 December 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).
- U.S. Patent 6,609,106 issued to **Robertson** on 19 August 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).
- U.S. Patent 7,013,292 issued to **Hsu** on 14 March 2006. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

Art Unit: 2168

U.S. PGPUB 2002/0111842 issued to **Miles** on 15 August 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. PGPUB 2002/0032613 issued to **Buettgenbach et al.** on 14 March 2002. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

U.S. Patent 6,618,753 issued to **Holland et al.** on 09 September 2003. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

Article entitled Amazon.com Privacy Notice on 19 December 2000. The subject matter disclosed therein is pertinent to that of claims 1-11 (e.g., methods to provide, store, and receive address data for payers and receivers of goods).

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

Art Unit: 2168

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Contact Information

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Mahesh Dwivedi whose telephone number is (571) 272-2731. The examiner can normally be reached on Monday to Friday 8:20 am – 4:40 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tim Vo can be reached (571) 272-3642. The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

TIM VO SUPERVISORY PATENT EXAMINER TECHNOLOGY CENTER 2100 Mahesh Dwivedi

Patent Examiner

Art Unit 2168

November 15, 2006

Art Unit: 2168

Leslie Wong LW

Primary Examiner